

Your assistant needs all the help she can get.

And she'll get it. From Blue Shield.

A medical assistant's work is never done. There are endless bills to pay, forms to fill out, messages to take, forms to fill out, patients to see, and more forms to fill out.

Often it's hard to keep facts straight and things in order. Even the best assistants need a little help once in a while. That's why Blue Shield has set up an assistant's program designed by key medical assistants and medical assistants' groups who know the problems.

For instance, if your assistant gets stuck with a problem concerning a patient's coverage or claims, paying bills or keeping books, there's a Blue Shield representative just a phone call away (212) 340-5131. And through our frequent training courses, special publications and her own medical assistant's manual, she'll be able to save you time and paperwork.

The more your assistant knows about her job, the easier yours will be. And Blue Shield will make sure she gets all the help she'll need.



GREATER NEW YORK'S

BLUE SHIELD

UNITED MEDICAL SERVICE, INC.

AUTHOR and SUBJECT Catalogs
of the Library of
The New York Academy of Medicine

At the end of 1967, fully cataloged items in the Library of The New York Academy of Medicine included 365,000 bound volumes and 165,000 pamphlets, as well as portraits and other non-book materials. Included also are the cards for thousands of foreign medical theses and several thousand bound volumes which have been sent to the Medical Library Center of New York.

In addition to the entries for journals, monographs, government documents, historical materials and reference tools, the catalogs contain an extraordinary amount of additional information in analytics. Here may be found the contents of the important German Handbuchen and Festschriften, journal supplements and issues devoted to a single subject, proceedings of congresses and symposia of substance which might be published also as separate publications, and small notices whose information would not otherwise be available.

In the subject catalog may be found the Edwin Smith Surgical Papyrus, some 4,000 years old, and all library materials issued through December 31, 1967. The author-title catalog includes 1968 publications as well.

Author Catalog

Estimated 770,000 cards reproduced in 43 volumes

Price: \$2950.00

Subject Catalog

Estimated 610,000 cards reproduced in 34 volumes

Price: \$2400.00

10% additional charge on orders outside the U.S.

*Descriptive material on these titles and a complete catalog of publications
are available on request.*

G. K. HALL & CO. 70 Lincoln Street, Boston, Massachusetts 02111



Scaled for the patient with high-level anxiety

Librium® (chlordiazepoxide HCl) 25-mg capsules

Because anxiety varies widely from patient to patient, and even in the same individual, Librium (chlordiazepoxide HCl) is supplied in various dosage strengths to suit the level of anxiety. Thus, during periods of acute emotional stress, the patient may need 25 mg Librium *t.i.d.* for relief. In mild to moderate anxiety, smaller doses of 5 or 10 mg, given three or four times daily, usually suffice.

The resulting improvement in outlook is a characteristic benefit of Librium therapy, utilized as an adjunct to your counsel and reassurance. Another advantage: Librium may also be used concomitantly with certain specific medications of other classes of drugs, whenever anxiety is a significant component of the clinical profile.

Before prescribing, please consult complete product information, a summary of which follows:

Indications: Indicated when anxiety, tension and apprehension are significant components of the clinical profile.

Contraindications: Patients with known hypersensitivity to the drug.

Warnings: Caution patients about possible combined effects with alcohol and other CNS depressants. As with all CNS-acting drugs, caution patients against hazardous occupations requiring com-

plete mental alertness (e.g., operating machinery, driving). Though physical and psychological dependence have rarely been reported on recommended doses, use caution in administering to addiction-prone individuals or those who might increase dosage; withdrawal symptoms (including convulsions), following discontinuation of the drug and similar to those seen with barbiturates, have been reported. Use of any drug in pregnancy, lactation, or in women of childbearing age requires that its potential benefits be weighed against its possible hazards.

Precautions: In the elderly and debilitated, and in children over six, limit to smallest effective dosage (initially 10 mg or less per day) to preclude ataxia or oversedation, increasing gradually as needed and tolerated. Not recommended in children under six. Though generally not recommended, if combination therapy with other psychotropics seems indicated, carefully consider individual pharmacologic effects, particularly in use of potentiating drugs such as MAO inhibitors and phenothiazines. Observe usual precautions in presence of impaired renal or hepatic function. Paradoxical reactions (e.g., excitement, stimulation and acute rage) have been reported in psychiatric patients and hyperactive aggressive children. Employ usual precautions in treatment of anxiety states with evidence of impending depression; suicidal tendencies may be present and protective measures necessary. Variable effects on blood coagulation have been reported very rarely in patients receiving the drug and oral anticoagulants; causal relationship has not been established clinically.

Adverse Reactions: Drowsiness, ataxia and confusion may occur, especially in the elderly and debilitated. These are

reversible in most instances by proper dosage adjustment, but are also occasionally observed at the lower dosage ranges. In a few instances syncope has been reported. Also encountered are isolated instances of skin eruptions, edema, minor menstrual irregularities, nausea and constipation, extrapyramidal symptoms, increased and decreased libido—all infrequent and generally controlled with dosage reduction; changes in EEG patterns (low-voltage fast activity) may appear during and after treatment; blood dyscrasias (including agranulocytosis), jaundice and hepatic dysfunction have been reported occasionally, making periodic blood counts and liver function tests advisable during protracted therapy.

Usual Daily Dosage: Individualize for maximum beneficial effects. *Oral*—Adults: Mild and moderate anxiety and tension, 5 or 10 mg *t.i.d.* or *q.i.d.*; severe states, 20 or 25 mg *t.i.d.* or *q.i.d.* Geriatric patients: 5 mg *b.i.d.* to *q.i.d.* (See **Precautions**.)

Supplied: Librium® (chlordiazepoxide HCl) Capsules, 5 mg, 10 mg and 25 mg—bottles of 50. Libritabs® (chlordiazepoxide) Tablets, 5 mg, 10 mg and 25 mg—bottles of 100. With respect to clinical activity, capsules and tablets are indistinguishable.

when tablets are preferred:

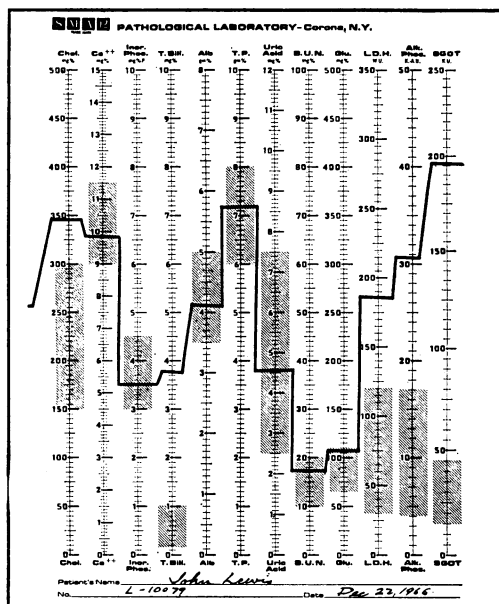
Libritabs®
(chlordiazepoxide)



Roche
LABORATORIES

Division of Hoffmann-La Roche Inc.
Nutley, New Jersey 07110

now for your non-hospitalized patients



Serum Chemistry Graph provided is 8" x 11"

blood chemistry profiles

run on
TECHNICON®
Sequential Multiple Analyzer

only \$15⁰⁰

FOR A ~~12~~-TEST BLOOD CHEMISTRY PROFILE

Heretofore available only to patients in a few large hospitals, PATHOLOGICAL LABORATORY now provides this rapid automated analytical service for the non-hospitalized patient.

A Serum Chemistry Graph of each analysis summarizes in graphic form the results of all 12 tests together, superimposed over a background of normal values.

Patients may be directed to the laboratory; or blood samples can be mailed in post-paid containers provided by our laboratory. The Serum Chemistry Graph and a report in the usual numerical format will be mailed the same day samples are received. Free messenger pick-up is available in select areas.

PATHOLOGICAL LABORATORY

40-03 NATIONAL ST., CORONA, N.Y. 11368

TELEPHONE 212-639-5403

**send for
post-paid
blood sample
mailing
containers**

PATHOLOGICAL LABORATORY • 40-03 National St., Corona, N.Y. 11368

Gentlemen:

- ☐ Please send additional literature
- ☐ Please send post-paid containers for blood samples

Dr.

Street

City State Zip

3

Polymyxin B—Bacitracin—Neomycin

against 10



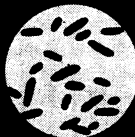
Pseudomonas



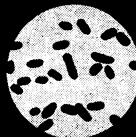
Hemophilus



Klebsiella



Aerobacter



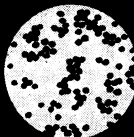
Escherichia



Proteus



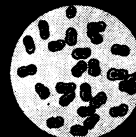
Corynebacterium



Staphylococcus



Streptococcus



Pneumococcus

'Neosporin'® Ointment Polymyxin B—Bacitracin—Neomycin

Overlapping, broad bactericidal coverage.

Nonirritant ointment base; also enhances spreading and penetration.

Each gram contains:

'Aerosporin'®

brand Polymyxin B Sulfate 5,000 Units
Zinc Bacitracin 400 Units
Neomycin Sulfate 5 mg.
(equivalent to 3.5 mg. Neomycin Base)

Special White Petrolatum q.s.

Contraindications: This product is contraindicated in those individuals who have shown hypersensitivity to any of its components. Do not use in the external ear canal if the eardrum is perforated.

Precautions: As with other antibiotic products,

prolonged use may result in overgrowth of non-susceptible organisms, including fungi. Appropriate measures should be taken if this occurs. Articles in the current medical literature indicate an increase in the prevalence of persons allergic to neomycin. The possibility of such a reaction should be borne in mind.

Available: Tubes of 1 oz., 1/2 oz. with applicator tip, 1/8 oz. with ophthalmic tip. The ointment base and the formula of the various sizes are identical, but only the 1/8 oz. tube should be used for ophthalmic purposes.



BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, New York

PERSONALIZED OFFICE RENTAL PLAN
at the
LEXINGTON PROFESSIONAL CENTER
133 EAST 73 STREET • NEW YORK, N. Y.

PAY ONLY FOR THE TIME & SERVICES USED !!

At the Lexington Professional Center you have a handsomely furnished consultation room and fully equipped treatment room for just the hours you need—no long term commitment, no capital investment.

The modest cost will please you at this prestige medical center—and you will have at your service the finest equipment and facilities, including X-Ray, radio-active isotope scanners, pharmacy *plus* 24 hour telephone answering, receptionist and secretarial services.

Full Time Offices Available, Furnished or Unfurnished

For additional information call Mrs. Ruth Freund, UN 1-9000

LEXINGTON PROFESSIONAL CENTER



133 E. 73rd ST., N.Y., N.Y. 10021

UNiversity 1-9000

***BULLETIN* of**
THE NEW YORK ACADEMY OF MEDICINE

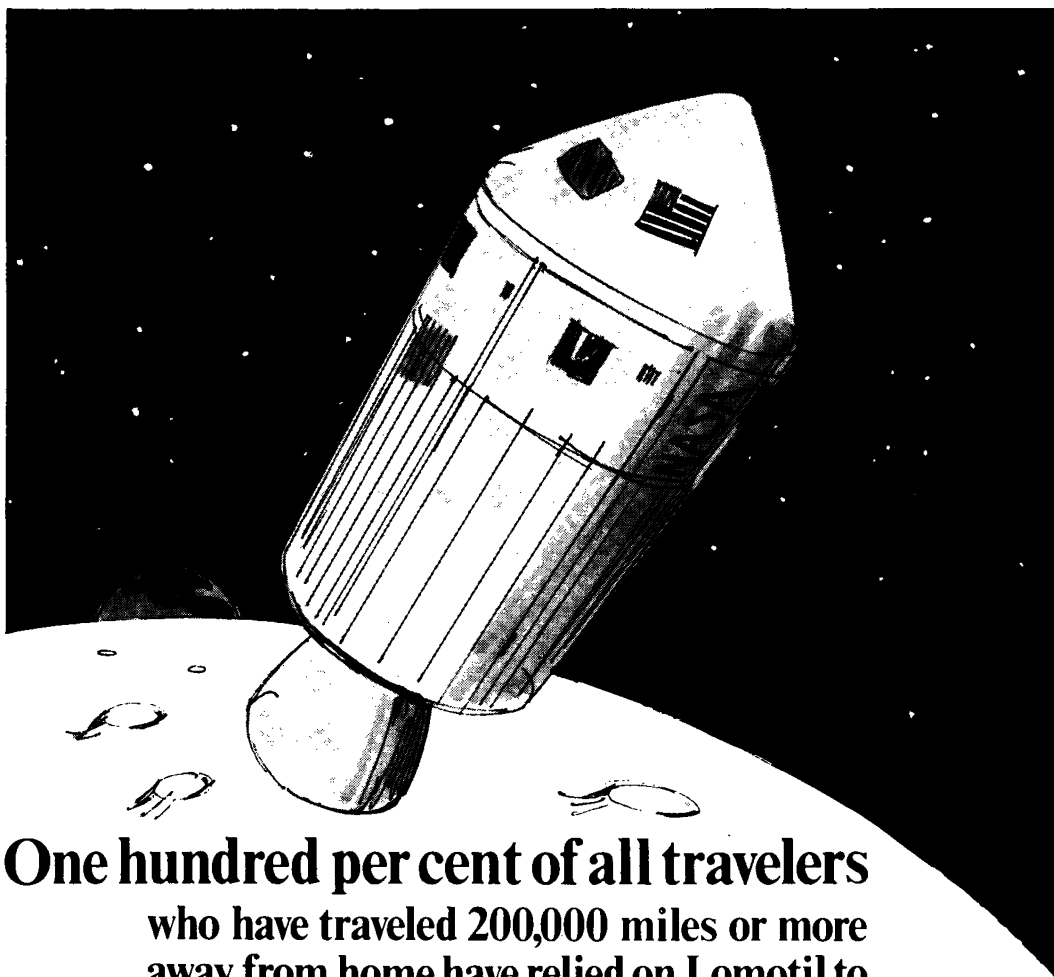
The *Bulletin* contains scientific papers presented at the Academy, including:

- ADDRESSES PRESENTED AT STATED AND ANNUAL MEETINGS
- PAPERS PRESENTED AT SECTIONS OF THE ACADEMY
- PROCEEDINGS OF SYMPOSIA AND CONFERENCES
- TELEVISED CLINICAL SCIENCE SEMINARS
- PUBLIC HEALTH REPORTS
- NEW YORK PATHOLOGICAL SOCIETY—ABSTRACTS

Published monthly

Subscription office: S-H Service Agency, Inc.
31 East 10th Street, New York, N. Y. 10003

Annual subscription: United States \$10.00, Canada \$11.00,
all other countries \$12.00 — single copies \$2.00



One hundred per cent of all travelers who have traveled 200,000 miles or more away from home have relied on Lomotil to control diarrhea.

When your patients need a reliable antidiarrheal — at home
or away from home — rely on Lomotil.

In diarrheas associated with:

- gastroenteritis
- acute infections
- functional hypermotility
- irritable bowel
- ileostomy
- drug-induced diarrhea

Warnings: Lomotil should be used with caution in patients taking barbiturates and, if not contraindicated, in patients with cirrhosis, advanced liver disease or impaired liver function.

Precautions: Lomotil is a federally exempt narcotic with theoretically possible addictive potential at high dosage; this is not ordinarily a clinical problem. Use Lomotil with considerable caution in patients receiving addicting drugs. Recommended dosages should not be exceeded, and medication should be kept out of reach of children. Signs of accidental overdosage may include severe respiratory depression, flushing, lethargy or coma, hypotonic reflexes, nystagmus, pinpoint pupils, tachy-

cardia; continuous observation is necessary. The subtherapeutic amount of atropine sulfate is added to discourage deliberate overdosage.

Adverse Reactions: Side effects reported with Lomotil therapy include nausea, sedation, dizziness, vomiting, pruritus, restlessness, abdominal discomfort, headache, angioneurotic edema, giant urticaria, lethargy, anorexia, numbness of the extremities, atropine effects, swelling of the gums, euphoria, depression and malaise. Respiratory depression and coma may occur with overdosage.

Dosage: The recommended initial daily dosages, given in divided doses until diarrhea is controlled, are as follows:

LOMOTIL®

TABLETS/LIQUID

Each Lomotil tablet and each 5 cc. of Lomotil liquid contain:

diphenoxylate hydrochloride 2.5 mg.
(Warning: May be habit forming)
atropine sulfate 0.025 mg.

Children:

3-6 mo. ½ tsp.* t.i.d. (3 mg.)
6-12 mo. ½ tsp. q.i.d. (4 mg.)
1-2 yr. ½ tsp. 5 times daily (5 mg.)
2-5 yr. 1 tsp. t.i.d. (6 mg.)
5-8 yr. 1 tsp. q.i.d. (8 mg.)
8-12 yr. 1 tsp. 5 times daily (10 mg.)

Adults: 2 tsp. 5 times daily (20 mg.)
or 2 tablets q.i.d.

*Based on 4 cc. per teaspoonful

Maintenance dosage may be as low as one-fourth the initial daily dosage. 952

G. D. SEARLE & CO. Research in the Service of Medicine
P.O. Box 5110, Chicago, Illinois 60680

Each 5 cc. contain
erythromycin estolate
equivalent to 250 mg.
erythromycin base.

When mixed as directed, each
5 cc. will contain erythromycin
estolate equivalent to 125 mg.
erythromycin base.

Each 5 cc. will contain erythro-
mycin estolate
equivalent to 100 mg.
erythromycin base.

Each 5 cc. contain
erythromycin estolate
equivalent to 125 mg.
erythromycin base.

Each 100 mg.
erythromycin base.

Each Pulvule® contains
erythromycin estolate
equivalent to 125 mg.
erythromycin base.

Each Pulvule contains
erythromycin estolate
equivalent to 250 mg.
erythromycin base.

The many forms of Ilosone®

Erythromycin Estolate

Lilly

Available in many forms from
Eli Lilly and Company
Indianapolis, Indiana 46206

**NEW FOR EVERYMAN IN MEDICINE
FOR 1970
FROM
HAFNER PUBLISHING COMPANY, INC.**

SHRYOCK, ROBERT H.

The Development of Modern Medicine

An Interpretation of the Social and Scientific Factors Involved.

xv, 457 pages, 10 illus., footnotes, index. (1947) Reprint 1969

\$13.50

It was said of the 1947 edition:

"... Brilliant and scholarly..." (L.L., *San Francisco Chronicle*)

"... An important contribution to medical history..."

(*New York Herald Tribune Weekly Book Review*)

This reprint is a facsimile of the 1947 edition.

SKINNER, HENRY A.

The Origin of Medical Terms

2nd ed. x, 438 pages, illus., references, a chart of the Greek Alphabet.

(1961) Reprinted with corrections 1970

\$15.00

The English language is based on Anglo-Saxon and has been augmented by various additions from other tongues. This base and augmentation has been influenced by a history of invasions, migrations, inventions, etc. Thus the tracking down of the etymological origin of medical terms as used by English speaking people is a difficult and complex problem. Recently corrected, this volume, written in an informal yet informative style, will find acceptance with anyone interested in medical terminology.

ALL DIRECT ORDERS WILL RECEIVE A 10% DISCOUNT

HAFNER PUBLISHING COMPANY, INC.

P.O. Box 27, Cooper Station, New York, N.Y. 10003


★
★

Over 5 million prescriptions already filled at Macy's

All 13 Macy Prescription Centres

satisfy your patients with

efficient professional service



- You may phone in your patients' prescriptions (except for narcotics, amphetamines, and barbiturates).
- Your patients may charge their prescriptions on their Macy Shopping Accounts or C-T Plans.
- Your patients may have their prescriptions delivered anywhere free of extra charge.
- We serve your patient with a full line of convalescent and diabetic needs.

Macy's Herald Square, OX 5-4400
Macy's Parkchester, TA 8-7000
Macy's Jamaica, OL 7-9000
Macy's Flatbush, UL 6-5000
Macy's Roosevelt Field, PI 6-8200
Macy's Huntington, AR 1-3000
Macy's White Plains, WH 6-5015
Macy's New Haven, Conn. 624-9271
Macy's Bay Shore, MO 5-8400
Macy's Queens, AR 1-9100
Macy's Colonie, 459-1950
Macy's New Rochelle, 633-7700
Macy's Smith Haven, 724-4900



heavenly relief
for unearthly cough

Benylin®

EXPECTORANT

Each fluidounce contains: 80 mg. Benadryl® (diphenhydramine hydrochloride, Parke-Davis); 12 grains ammonium chloride; 5 grains sodium citrate; 2 grains chloroform; 1/10 grain menthol; and 5% alcohol.

An antitussive and expectorant for control of coughs due to colds or of allergic origin, BENYLIN EXPECTORANT is the leading cough preparation of its kind. BENYLIN EXPECTORANT tends to inhibit cough reflex... soothes irritated throat membranes.

And its not-too-sweet, pleasant raspberry flavor makes BENYLIN EXPECTORANT easy to take. **PRECAUTIONS:** Persons who have become drowsy on this or other antihistamine-containing drugs, or whose tolerance is not known, should not drive vehicles or engage in other activities requiring keen response while using this preparation. Hypnotics, sedatives, or tranquilizers if used with BENYLIN EXPECTORANT should be prescribed with caution because of possible additive effect.

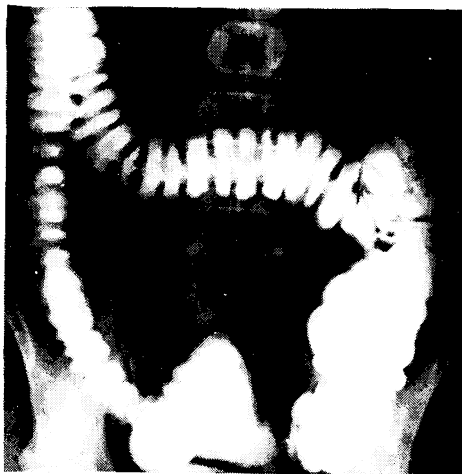
Diphenhydramine has an atropine-like action which should be considered when prescribing BENYLIN EXPECTORANT. **ADVERSE REACTIONS:** Side reactions may affect the nervous, gastrointestinal, and cardiovascular systems. Drowsiness, dizziness, dryness of the mouth, nausea, nervousness, palpitation, and blurring of vision have been reported. Allergic reactions may occur.

PACKAGING: Bottles of 4 oz., 16 oz., and 1 gal.

Parke, Davis & Company
Detroit, Michigan 48232

PARKE-DAVIS

410949



When disease is ruled out and psychic tension is implicated

Valium® (diazepam)

helps relax the patient and relieve his somatic symptoms

Before prescribing, please consult complete product information, a summary of which follows:

Indications: Tension and anxiety states; somatic complaints which are concomitants of emotional factors; psychoneurotic states manifested by tension, anxiety, apprehension, fatigue, depressive symptoms or agitation; acute agitation, tremor, delirium tremens and hallucinosis due to acute alcohol withdrawal; adjunctively in skeletal muscle spasm due to reflex spasm to local pathology, spasticity caused by upper motor neuron disorders, athetosis, stiff-man syndrome, convulsive disorders (not for sole therapy).

Contraindicated: Known hypersensitivity to the drug. Children under 6 months of age. Acute narrow angle glaucoma.

Warnings: Not of value in psychotic patients. Caution against hazardous occupations requiring complete mental alertness. When used adjunctively in convulsive disorders, possibility of increase in frequency and/or severity of grand mal seizures may require increased dosage of standard anticonvulsant medication; abrupt withdrawal may be associated with temporary increase in frequency and/or severity of seizures. Advise against simultaneous ingestion of alcohol and other CNS depressants. Withdrawal symptoms have occurred following abrupt discontinuance. Keep addiction-prone individuals under careful surveillance because of their predisposition to habituation and dependence. In pregnancy, lactation

or women of childbearing age, weigh potential benefit against possible hazard.

Precautions: If combined with other psychotropics or anticonvulsants, consider carefully pharmacology of agents employed. Usual precautions indicated in patients severely depressed, or with latent depression, or with suicidal tendencies. Observe usual precautions in impaired renal or hepatic function. Limit dosage to smallest effective amount in elderly and debilitated to preclude ataxia or oversedation.

Side Effects: Drowsiness, confusion, diplopia, hypotension, changes in libido, nausea, fatigue, depression, dysarthria, jaundice, skin rash, ataxia, constipation, headache, incontinence, changes in salivation, slurred speech, tremor, vertigo, urinary retention, blurred vision. Paradoxical reactions such as acute hyperexcited states, anxiety, hallucinations, increased muscle spasticity, insomnia, rage, sleep disturbances, stimulation, have been reported; should these occur, discontinue drug. Isolated reports of neutropenia, jaundice; periodic blood counts and liver function tests advisable during long-term therapy.



Roche
LABORATORIES

Division of Hoffmann-La Roche Inc.
Nutley, New Jersey 07110